

## ABSTRACT

### DYNAMIC AND TRAFFIC-DRIVEN OPTIMIZATION OF MESSAGE ROUTING TO GEOGRAPHICAL ADDRESSES

Messages are delivered in a communications network by monitoring an arrival rate of messages destined for a geographical area within a short time period. Then, upon reaching a threshold, a multicast group is established for routing the messages to the geographical area. Network devices responsible for delivering the messages join the multicast group and the messages are delivered to the geographical area upon establishment of the multicast group.